



NEWS RELEASE

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Contact: Rachel Baranick
714-550-7420 x 3702
e-mail Rachel.Baranick@sba.gov

Local Center Helps Small Business

Santa Ana, Calif. – As a former retail business owner, Trent Marcus recognized the need for legal guidance for small business owners. “We had the same legal needs and issues as the larger businesses...except we did not have the same budgets to spend on getting help,” says Marcus. With this in mind, Marcus went back to law school and shortly after his graduation he started thinking about opening up a law practice where he could meet the needs of local entrepreneurs. His first stop with the recommendations of a friend and fellow law student was the Orange County Small Business Development Center (OCSBDC) in Santa Ana.

At the OCSBDC, Marcus met one-on-one with a marketing and sales consultant Mark Mitchell and together they created a business plan, a unique business model and several strategies that would bring success to his new law practice. With this foundation, Marcus hung up his shingle, opened his doors, and created a website (www.trentmarcus.com). Within a short time the phones were ringing and the business was up and running.

Today, Marcus’s business no longer focuses on bringing in clients. The OCSBDC helped take care of that. “Now I need to find a larger office and hire additional staff,” says Marcus. “The OCSBDC is a wonderful place to take all of my small business needs for advice and have their professional consultants craft a plan to help my business succeed.”

The Orange County Small Business Development Center provides technical assistance and training to small business entrepreneurs. The program is funded through a cooperative agreement between the U.S. Small Business Administration, California State University Fullerton and Rancho Santiago Community College District.

For more information on SBA programs call the Santa Ana District Office at (714)550-7420 or visit our website at www.sba.gov.